



Policy for Naming/Renaming of Parks and/or Recreation Facilities

Submitted by: City of Pierre Parks and Recreation Advisory Board July 27, 2010

Purpose



- Policy will provide guidance to those that have an interest in the naming or renaming of a Park and/or recreational facility.
- Policy will ensure the naming or renaming of a Park and/or recreational facility is approached in a consistent manner.

Categories of Consideration



- The Parks and Recreation Division will support consideration of naming requests within the following broad categories:
 - Historic Events, People, and Places
 - Outstanding Individuals
 - Major Gifts

Guiding Principles of the Proposed Name



- Engender a positive image of our community.
- Be appropriate for the facilities location and/or history.
- Have historical, cultural or social significance.
- Commemorate places, people or events.
- Have symbolic value.
- Have broad public support.
- Shall not result in the undue commercialization of the park and/or recreational facility.

Historic Events, People, Places



- In considering naming or renaming a park or recreational facility the relationship of the event, person or place to the park and/or facility must be demonstrated through research and documentation.

Outstanding Individuals



- Naming or renaming a park or recreational facility for an outstanding individual is encouraged only for those who have been deceased for at least one year and where that person's significance and good reputation have been accepted in the City's, State's and/or Nation's history.

Renaming a Park and/or Recreational Facility



- Proposals to rename a park or facility whether for a major gift or community request are not encouraged.
- Names that have been widely accepted by the community will not be abandoned unless there are compelling reasons and strong public support.

Major Gifts



- As a guideline, the threshold for considering the naming of a park and/or recreational facility will include one or more of the following:
 - Land for the majority of the park was deeded to the City.
 - Contribution of a minimum of 60% of the capital construction costs with developing the park or facility.
 - Provision of a long term endowment for the continued maintenance and/or programming of the park and/or facility on a case by case basis.

Other Considerations



- Parks will not be subdivided.
- Naming of specific major recreational facilities within parks will be permitted.
- Specialized naming signage will not be permitted.
- Signs will comply with the cities design standards.

Procedure



- Requests for naming/renaming shall be made in writing to the Director of Parks and Recreation.
- Requests will be reviewed by the Park and Recreation Advisory Board.
- If the Board concurs, a public notice will be issued and comments invited from the general public.

Procedure Continued



- The Park and Recreation Advisory Board will then present a recommendation to the Pierre City Commission who may either accept or reject any proposal.
- The City Commission may also seek to refer the matter to a public meeting for additional information.

Appeals



- Any person whose proposal to name/rename a park and/or recreational facility is denied by the Parks and Recreation Advisory Board may appeal to the City Commission by petition through the City Attorney's office.